

SQUIZ

Funnelback for Local Government

Product Guide



Squiz Funnelback

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Transformative site search for local government

Funnelback for Local Government is a powerful website search for council websites – a quick win for your council to improve customer experience, and encourage customer self-service and channel shift to digital.

Developed with council input, it incorporates the features most requested by council digital leaders, designed with UX best practices.

Insightful analytics dashboards and intuitive controls equip your team to understand user behaviour, make important information more available, and to ‘nudge’ users towards their next best step.

Platform agnostic, Funnelback for Local Government

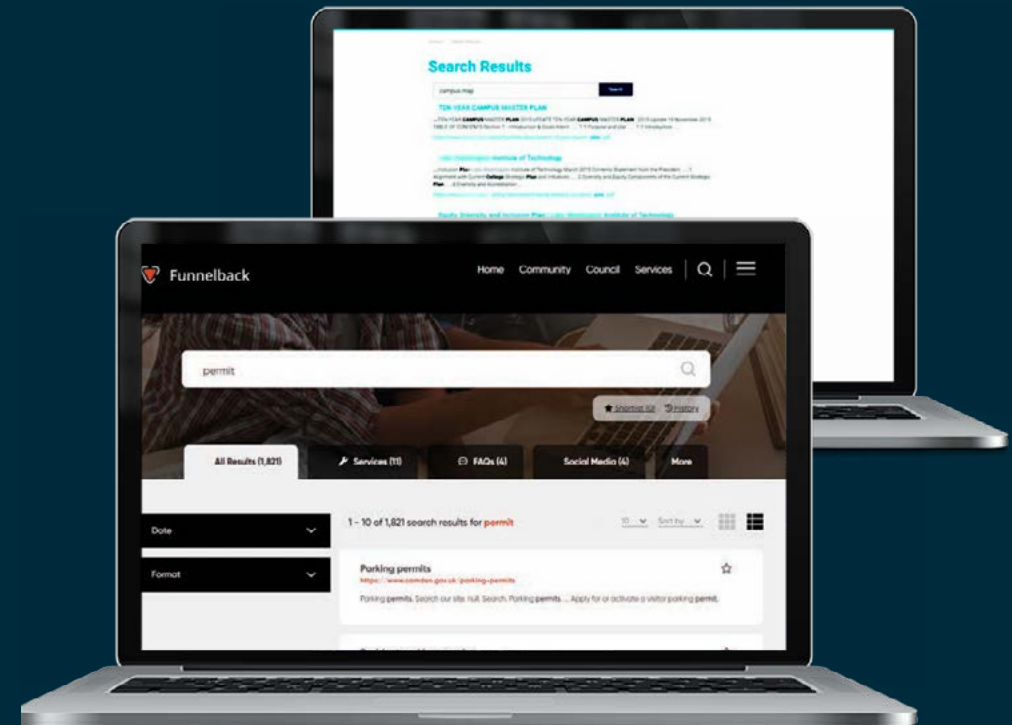
- Serves consolidated search results from disparate sources including websites, directories, calendars, databases, geo-spatial data, FAQs, documents, social media, videos and more
- Helps your users find what they're looking for and get tasks done more quickly
- Provides insight into user behaviour and search trends
- Helps your team improve the readability and accessibility of your website content

Core functionality

Out of the box, Funnelback for Local Government provides modern search and browse features matching the look and feel of your website and helping your users accomplish tasks quickly.

Background: A generic search engine result page (SERP)

Foreground: A Funnelback for Local Government SERP in list view. Users can also choose a card view if preferred.



CORE FUNCTIONALITY

Tabbed filtering

Users are already familiar with tabbed filtering from Internet search engines like Google.

Extend this to your own site with filter tabs on the search results page to help users refine their search. Funnelback for Local Government allows you to present the tabs that are most applicable for your content, like:

- All results
- Services
- Cemeteries
- Property
- Planning applications
- Roadworks
- FAQs
- Events
- News
- Social media

All Results (1,821)

Services (11)

FAQs (4)

Social Media (4)

Refine your results

FORMAT

pdf 21

DATE

2019 203

Past year 203

Past 6 months 200

Past 3 months 190

Uncertain 46

2018 5

+ More...

Faceted navigation: In addition to Tabbed Filtering, you can enable users to drill down within search results with filters by file type, date, category or audience segment.

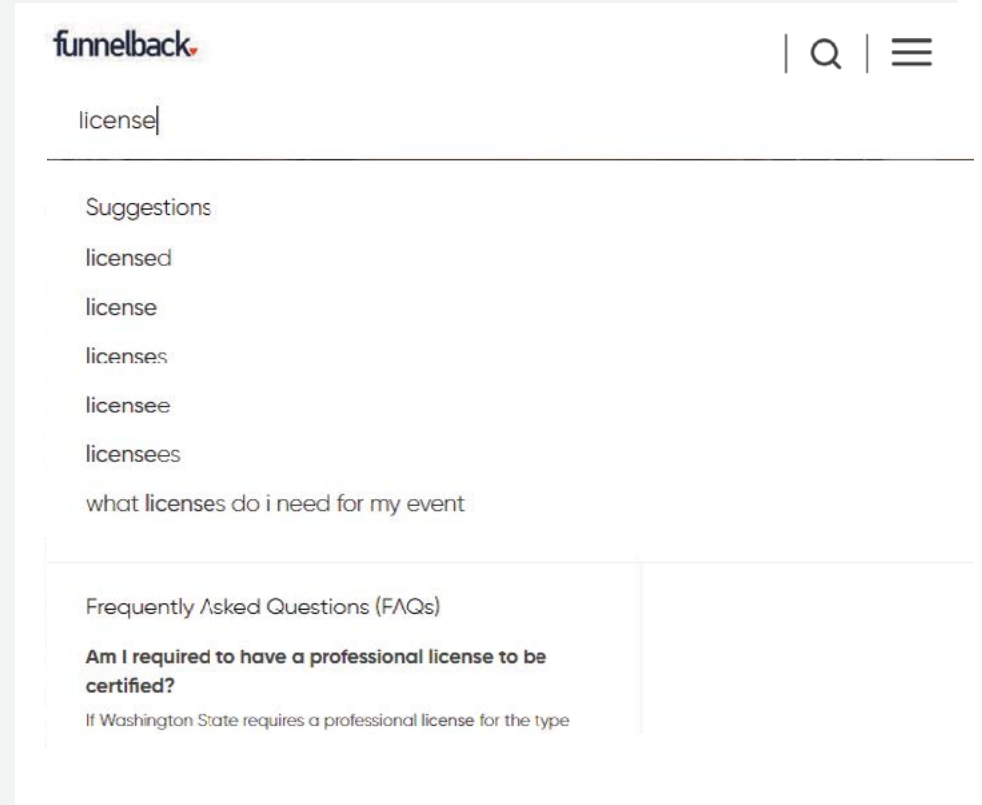
CORE FUNCTIONALITY

Multi-channel auto-completion

Auto-completion provides the user with real-time suggestions as their query term is entered into the search box. It's faster for the user, and reduces the chance of spelling mistakes.

Multi-channel presentation structures the suggestions in a 'search concierge' that guides users to popular, important, or high-value content.

Concierge is a fast auto-complete that also instantly presents content by category.



The screenshot shows the Funnelback search interface. At the top left is the 'funnelback.' logo. At the top right are icons for search (magnifying glass) and a menu (three horizontal lines). Below the logo is a search input field containing the text 'license'. A horizontal line separates the search input from the suggestions. The suggestions are listed below the line: 'Suggestions', 'licensed', 'license', 'licenses', 'licensee', 'licensees', and 'what licenses do i need for my event'. Below the suggestions is a section titled 'Frequently Asked Questions (FAQs)'. The first FAQ item is 'Am I required to have a professional license to be certified?' with a sub-item 'If Washington State requires a professional license for the type'.

CORE FUNCTIONALITY

Smart result summaries

Funnelback for Local Government allows custom result summaries for each document type, optimized for mobile and desktop.

Enriching your search results with supplementary information such as date, location or content type helps your users get to the right content faster, or even present the key information right in the search result.

Smart result summaries allow your team to choose what populates as the featured text in a search result.



Neighborhood Library

funnelback.gov/programs/libraries

Extended Library hours during the pandemic

7 AM - 3 AM Sunday - Friday

8 AM - 12 AM Saturday

Neighborhood parking permit

funnelback.gov/services/parking-permits

Parking permits for your neighborhood allow you to park overnight at no charge. Note that these permits are short-term.

PERMIT SNAPSHOT

PARKING

DOWNTOWN

\$50/MO

10 MONTH PERMIT

FOR RESIDENTS ONLY

CORE FUNCTIONALITY

Saved searches/shortlist

Help your residents and business users save time through 'favoriting' frequently visited search results such as bin collection days, or saving their search history for research or information gathering.

Shortlist lets visitors save search results they want to view later. *Saved searches* let visitors pick up where they left off from a previous search session.

Flu season update

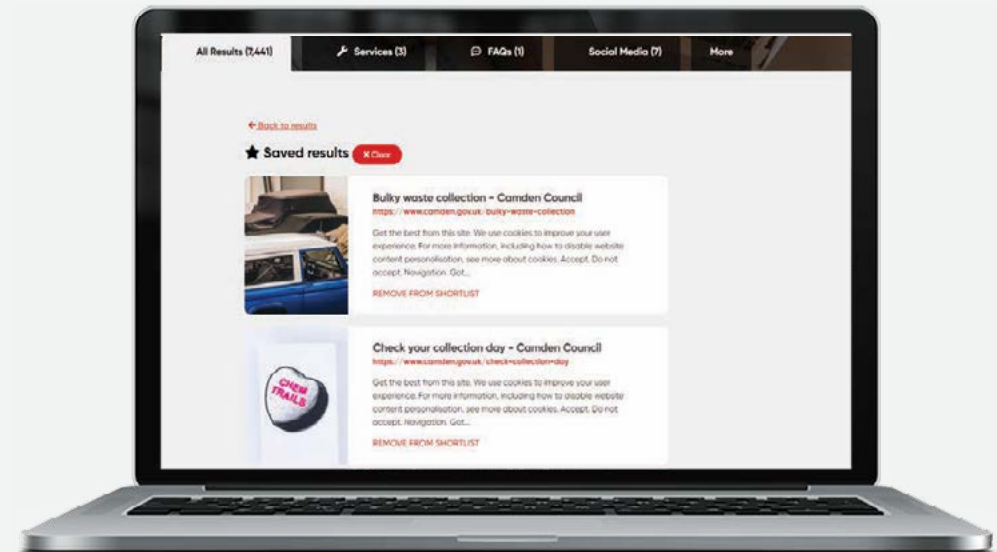
Last Visited 4 mins ago

funnelback.gov/health/flu-update

Water restrictions

Last Visited 28 mins ago

funnelback.gov/utilities/water

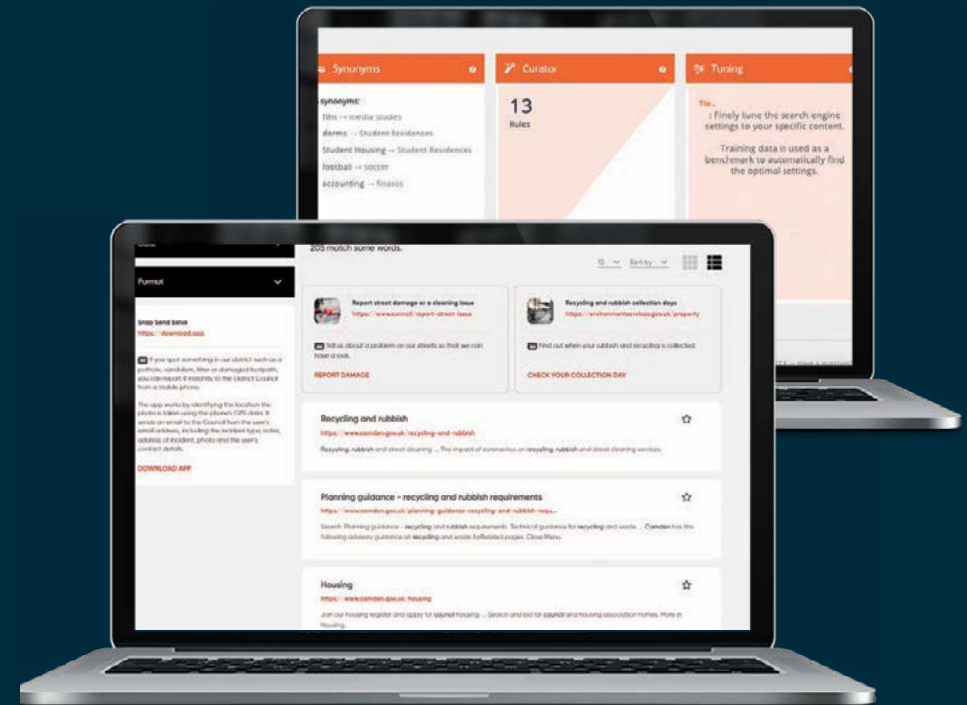


Search control

Funnelback for Local Government gives your team complete control over your council website search, providing a powerful tool to encourage customer self-service and ensure important council information is found.

This level of control extends to tuning the order of search results ranking and determining what users see if specific queries are entered.

Search curation: Funnelback for Local Government results displaying a promoted search result calling out where to pay a parking ticket.



SEARCH CONTROL


Curator

Guide the user journey, and 'nudge' towards task completion, key information, the next step or desired behavior by promoting results or highlighting information.

The search **Curator** feature in Funnelback for Local Government allows councils to promote key information, a next step or timely public message at the top of the search results page for designated search terms.

1 - 10 of 2,248 search results for **parking fine** where 160 match all words and 2,088 match some words.

10 ▾ Sort by ▾

 **Pay a Penalty Charge Notice**
<https://www3.camden.gov.uk/pay>

Ad Pay a Penalty Charge Notice (PCN) online
[Pay now](#)

Resident parking permits ☆
<https://www.camden.gov.uk/resident-parking-permits>
Resident permit information. A resident permit does not guarantee you a space to park in your street, but it allows you to park within the controlled parking zone where you live. ... If you would like to discuss or amend a parking permit on behalf of

Penalty Charge Notices (PCN) ☆
<https://www.camden.gov.uk/pcn>
Challenge, pay and view your PCN

Challenge a PCN ☆

SEARCH CONTROL

Synonyms

Help users find what they're looking for, even if they don't know your council's terminology or technical jargon. Funnelback for Local Government allows you to associate popular search terms with your council equivalent: for example, 'rubbish' with 'refuse', 'curbside' with 'kerbside' or 'council flats' with 'social housing' to ensure the most relevant results are returned for a query with the same intent.





When these keywords are		Transform them to	
pay a fee	→	payment portal	✕
Burial	→	Cemetery	✕
<input type="button" value="Add"/>			

SEARCH CONTROL

Tuning

Out-the-box, Funnelback for Local Government will automatically learn from your users' actual search behavior, progressively improving search results over time. For example, Funnelback will automatically up-weight the most-clicked result for a particular search term.

Your team can also directly harness the in-built machine learning to train the search algorithm with the ideal results according to your preferences. Indicate which documents are most relevant to a particular search term, for example, and the intelligent algorithm will adjust the ranking to closely match your preferred set.

Keyword	Best URL(s)
emergency	 https://funnelback.gov/em-alerts 6 more
traffic	 https://funnelback.gov/traffic-alerts
permits	 https://admin.funnelback.gov/parking-permits 3 more
order form	 https://funnelback.gov/parks/parks-map 4 more

Analytics & auditors

Funnelback for Local Government includes comprehensive search analytics to gain insight into user behavior and intent, and alerts to emerging search trends.

Understand exactly how readable and accessible your website content is, and measure improvement with in-built audit tools.

Insightful dashboards: Search analytics to inform content decisions utilizing search trends and granular click data.



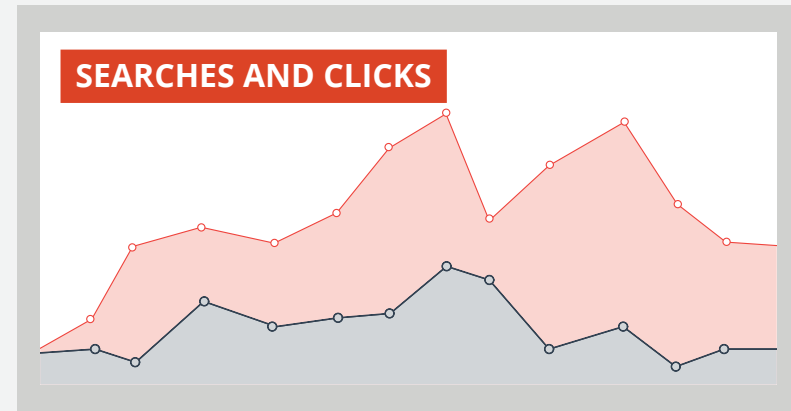
Search analytics

Gain actionable insight into user behavior and intent, and be alerted to emerging search trends and patterns.

Funnelback for Local Government has an intuitive reporting interface that gives you an at-a-glance view of your search performance and where to improve. Funnelback can also sync with Google Analytics.

Advanced search metrics

- Top keywords and clicks
- Unanswered keywords
- Search trends
- Clicks on promoted results
- Click through rate
- Top locations
- Hourly distribution of searches



Query	Shape	Confidence	Peak	Increase
rubbish		100%	Jan 20, 2021	125%
parks		99.7%	March 10, 2020	114%
covid		98.8%	April 14, 2020	71%
elections		100%	May 13, 2020	64%

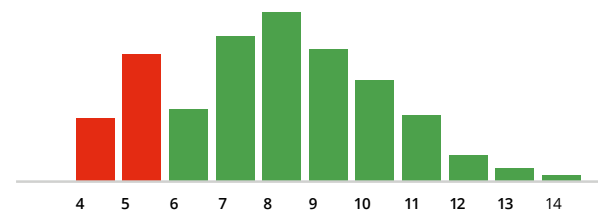
Content auditor

A powerful reporting tool keeps tabs on content regardless of its location or author. Out-of-the-box, Funnelback for Local Government will crawl content to find duplicate content, missing metadata, spelling errors, and more.

Check for...

- Duplicate Titles
- Missing Metadata
- Author
- Format
- Reading Grade Level
- Response Time
- Undesirable Text

Reading Grade Level



Missing Metadata

Subject (12,053)
Publisher (6,798)
Format (16,541)
Language (12,521)
Author (10,382)

Duplicate Titles

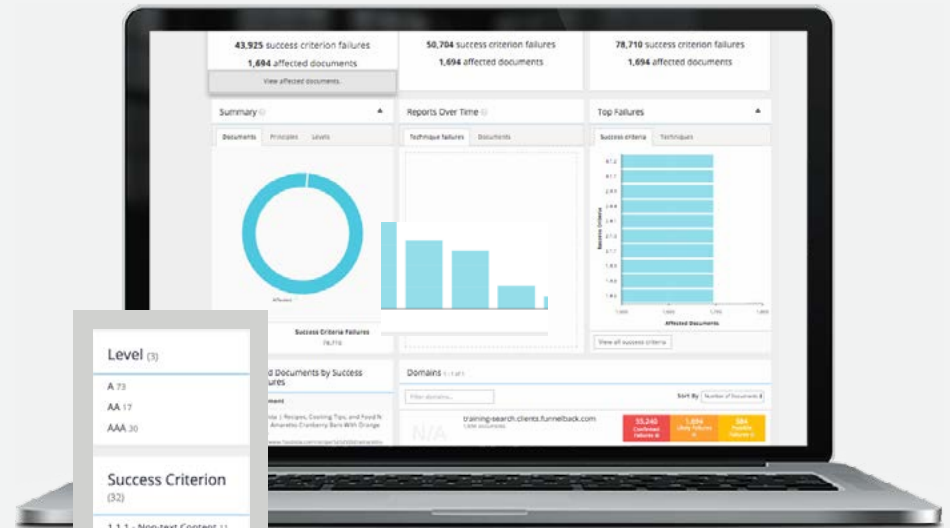
Sign In - GOV (753)
Chamber Tours (98)
Utility Setup (241)
Staff Search (121)
Resident News (382)

Accessibility auditor

Included with Funnelback for Local Government, this tool allows your organization to flag accessibility failures against WCAG standards, suggest remedies, and track progress over time. errors, and more.

Audit for...

- WCAG successes and failures
- Content with the most failures (quick wins)
- Failures over time
- Failures for a specific URL



Level (3)

- A 73
- AA 17
- AAA 30

Success Criterion (32)

- 1.1.1 - Non-text Content 11
- 1.2.1 - Audio-only and Video-only (Prerecorded) 3
- 1.2.2 - Captions (Prerecorded) 8
- 1.2.3 - Audio Description or Media Alternative (Prerecorded) 11
- 1.2.4 - Captions (Live) 5

Show 27 More

Principle (4)

- Perceivable 61
- Operable 21
- Understandable 8
- Robust 13

Affected Documents	Technique	Related Success Criteria	Failures
8,618	ARIA11 - Using ARIA landmarks to identify regions of a page	A 1.3.1 A 2.4.1	681,610
5,827	G1 - Adding a link at the top of each page that goes directly to the main content area	A 2.4.1	5,827
5,647	H91 - Using HTML form controls and links	A 2.1.1 AAA 2.1.3 A 4.1.2	48,691
5,151	H37 - Using alt attributes on img elements	A 1.1.1	37,333
4,448	H44 - Using label elements to associate text labels with form controls	A 1.1.1 A 1.3.1 A 3.3.2 A 4.1.2	18,848
4,354	H67 - Using null alt text and no title attribute on img elements for images that AT should ignore	A 1.1.1	33,692

Squiz DXP

Funnelback for Local Government is seamlessly integrated into the Squiz DXP

Today's citizen expects personal attention and service, delivered instantly through the digital channels they choose. Local governments are rising to this challenge while also balancing privacy and security.

Our digital solutions for local government help you to reduce operational complexity and cost through a more accessible citizen experience.

- Deliver websites, portals, digital apps and more that integrate with your backend systems to deliver a seamless citizen experience
- Personalise content based on user context and key behaviours
- Improve content quality with analytics and auditing tools
- Leverage machine learning and advanced algorithms, to surface the most relevant information
- Secure cloud services with deep threat protection

Learn more about the Squiz DXP at www.squiz.net/DXP.

Flexible

Scalable components, low code integrations and fast microservices create a platform that evolves with your organization and doesn't leave you reliant on any one vendor.

Fast

Consistent, intuitive user interfaces, pre-packaged connections and advanced templates, underpin products that are easy to use and quick to master.

Open

Designed using open standards, the products that make up the Squiz DXP work well with each other and the digital applications you already use.

Get in touch

Get the insights and tools
essential for success

quiz.net/funnelback
edm@quiz.net



"Funnelback is big enough to have sufficient resourcing to invest in continual improvements to a remarkably powerful and well-engineered platform, yet small enough to get to know each customer."

Steve Spadt, American College of Physicians



Quiz Funnelback